


Tobacco
1½-lb. Tobacco and Pipe, \$1
—Cigs. in of Ogden's, Mac Bim, Buchanan's or Four-Point Tobacco with good quality leaf pipe, assorted shapes.
Dollar Day, both for ... \$1
Main Floor, HBC



Hudson's Bay Company.

INCORPORATED 2ND MAY 1670.

Other Branches at Winnipeg, Yorkton, Saskatoon, Calgary, Lethbridge, Nelson, Vernon, Kamloops, Vancouver and Victoria.

Candy
Delicious
Chocolate
Coated
Peppermint Patties 3 lbs \$1
—Freshly made! These rich peppermint creams are coated with smooth chocolate. A very easy and refreshing confection. Both for ... \$1
Dollar Day special at 3 lbs \$1
Main Floor, HBC

Your Dollars Are Invested With Magic Buying Power at HBC Friday—Read!

500 Pairs Canvas Shoes, Pair \$1

For Men and Boys
—Right at the beginning of the season comes this remarkable special in men's and boys' running shoes. High or low cut. Several different styles. — Brown with heavy black Rubber soles — brown with heavy tan soles — white with black rubber trimming and black soles. New, laced-to-the-toe style with ankle pads. Sizes 11 in boys to 11 in mens. Dollar Day, pair ... \$1

Women's Tennis Shoes, Pair \$1

—200 pairs of women's and growing girls' tennis shoes in tan, white, black and suntan. Oxford style. Sizes 3 to 7½. Pair ... \$1
Jasper Ave. HBC

Continues Friday — the Sale of Women's Shoes at 4.85
Values ... \$7 to \$10 Values ... 7.95 to \$9

Boys' Broadcloth Shirts, \$1

—Just received for Dollar Day! Fine quality broadcloth shirts in neat stripe and fancy patterns—different colors from which to choose. Collar attached style with one pocket. Well made shirts cut in full fitting sizes—12½ to 14.

Boys' Open-Knee Tweed Knickers, \$1

—Specially purchased for Dollar Day. The local "Northwestern" make, assuring perfect fit and workmanship. Hard wearing tweeds in brown and grey mixtures. Fully lined. Sizes to fit ages 4 to 12 years.
—Ribbed knit from woolen yarn with cotton backing which wears so well. Fawn, brown or grey; also flat knit all wool jerseys in fawn shade. Sizes in the lot, 20 to 32.

Boys' Long Stockings, 3 pairs \$1

—Ribbed knit, two ply cotton yarn — spliced heels and toes. Black in sizes 9½ to 10 — brown sizes 6½ to 9. Specially purchased and priced for a Dollar Day bargain.

Boys' Combinations, Suit \$1

—Penman's flat knit cotton merino natural color combinations — short sleeves and ankle length. An ideal Spring garment. Sizes 22 to 32.
Jasper Ave. HBC

Hardwood Kitchen Chairs, \$1

Regular value 1.65
—A strongly made chair with neat turnings on the legs and posts. The back has a smart design press, carved into the wood and the seat is saddle shape. Shop early for this Dollar Day bargain. Each ... \$1

High-Grade Framed Pictures, \$1

—Copies of pictures by famous artists, colored in most instances just like the original. All framed in appropriate mouldings. Assorted sizes. Regularly priced at 1.50 to \$2.

Simmon's Feather Pillows, Each \$1

—Clean, sanitary feathers enclosed in smart blue and white covers. Sterilized as they should be, to be clean enough to place your head on.
Third Floor, HBC

DOLLAR DAY

Dollar Day in Silks and Staples Printed Rayons, 3 Yds. \$1

—Clearing 650 yards of broken lines in smart printed rayons — pretty floral and small patterns on light and dark grounds. 36 inches wide. Dollar Day, 3 yards for \$1

Swiss Cord Taffeta, Yard \$1

—Lovely quality Swiss cord taffeta in new and delightful pastel tints. 36 inches wide.

Black Silk Paillette, Yard \$1

—75 yards only, silk paillette in rich, raven black. Bright, lustrous finish. 36 inches wide.

54 Inch Woolen Fabrics, Yard \$1

—54 inch Donegal Tweed and cheviot serges of serviceable weight. Shades of tan, and grey. Note the width: 54 inches.

Stripe Flannelette, 8 Yards \$1

—1000 yards stripe, domestic, stripe flannelette, 27 inches wide.

White Sheeting, 2½ Yards \$1

—70 inch bleached sheeting of good weight. An extra long sheet length of 2½ yards for ... \$1

40 Inch Cotton, 4 Yards \$1

—Extra quality, unbleached cotton, 40 inches wide.

Linen Glass Cloths, 4 for \$1

—300 only, linen glass cloths, size 19 by 30 inches, of good weight and fully absorbent.

81 Inch English Sheeting, Yard \$1

—150 yards only, superior quality English sheeting, absolutely free from filling. 81 inches wide.

Linen Toweling 5 Yards \$1

—150 yards of all linen crash toweling with colored borders. 16 inches wide. Dollar Day, 5 yards for \$1
Second Floor, HBC

DOLLAR DAY

A Feature Special—600 Home Frocks at \$1

You'll wonder how they could be produced at the price. Smart little frocks fashioned of fast colored prints. A host of pretty styles with flare skirts, pleats, organdie trimming, and contrasting piping. Sleeveless and short sleeve styles. Shown in a big variety of patterns and light colors. \$1 16 to 42. Dollar Day specially priced, each ... \$1
Second Floor, HBC

9 o'Clock Specials for Men! 300 Men's Work Shirts at \$1

—Specially purchased for Dollar Day. Assorted lines from a standard work shirt factory that cuts shirts routinely and sews them strongly. Neat fitting collar attached. All have one pocket — some with two pockets. Materials are khaki drills, panchos, fancy prints, fancy khaki moles and railroad blues, etc. All sizes collectively 14½ to 17.

600 Pairs Men's Sox at 12 Pairs for \$1

—Black cotton sox. "Weavere" brand, spliced heels and toes. Perfect goods. Sizes 10½, 11, 11½. Sold only in dozen packets. Only one dozen to a customer. Remember! Fifty dozen only. Shop early!
Main Floor, HBC

Men's Balbriggan Underwear Dollar Day, Suit \$1

—Another real value, shown for the first time Friday! White or natural balbriggan underwear — mostly all two-thread quality which is excellent value at a much higher price. Perfect goods from the "Zimmerman" factory. Short or long sleeve style in ankle length. Sizes 34 to 48.
Main Floor, HBC

Men's New Spring Caps Extra Special, Dollar Day \$1

—Another outstanding bargain in the men's Department for Dollar Day. New goods, just unpacked! Smart spring patterns! Art silk lined! Dressy one- and eight-piece top styles. Leather hip west protector—unbreakable peak. Sizes 6½ to 7½. Dollar Day, each ... \$1
Main Floor, HBC

500 Women's Delustered Rayon Vests, Bobettes, Bloomers, \$1

—Feel the quality, examine the tailoring, and you'll recognize the superior merit of these vests, bobettes and bloomers. All tailored garments — VESTS in open top style with neatly tailored straps — lovely shades of peach, sun set, maize, sky, green and white — standard sizes for misses and women. BLOOMERS AND BOBETTES with reinforced backs and strong elastic at waist and knee; lovely spring shades of peach, maize, lipstick red, sky, Japonica, sunset, orchid and black. Small, medium and large sizes. Dollar Day special per garment ... \$1

Special! Lace Trimmed Rayon Gowns, \$1

—Superior quality rayon is used in these dainty gowns. Beautifully trimmed with fine rayon lace. V- or square neck styles. The wanted shades of PEACH, SUNNI, AFRICOT, NILE GREEN, FLOUNDER BLUE AND ORCHID. Standard sizes for misses and women.
Second Floor, HBC

600 Fine Balbriggan Knickers, 3 pairs \$1

Specially purchased and specially priced for Dollar Day
—Extra quality balbriggan knickers for misses and women. Neatly tailored. Shades of PEACH, AFRICOT, BLUE, ORCHID, and WHITE. Small, medium and large sizes. Specially priced at ... 3 for \$1

Rayon Striped Corsetlets \$1

—Two styles for your choosing. Pink rayon striped corsetlets — lightly boned across the abdomen and side sections of woven elastic. Four hose supporters. Sizes 30 to 38. Dollar Day, each ... \$1
Second Floor, HBC

Girls' Cambric Pantie Dresses \$1

Sizes 2 to 14 Years

—Dainty pantie dresses in a delightful selection of floral, large polka dot, and pin spot patterns. A variety of pretty styles — simple little straight line frocks gathered into yoke with white pique Peter Pan collar and short sleeves — the quaint long waist line with full gathered skirt, white collar prettily embroidered in colors, and patch pockets to match. Bloomers are well made and finished with elastic at waist and knee. Shades of red, orange, green and open. Sizes 2 to 14 years.
Second Floor, HBC

Women's Sheer Silk and Semi-Service Full-Fashioned Hose at Pair \$1

—Firsts and substandards. Fully fashioned to ensure perfect fit. French or slipper heel. A chance to buy high grade hose at a worth-while saving. Sizes 8½ to 10. Come early for the shade you want.

Hisson Riverside Almondbrook Cascade Cascade Almondbrook Mosby Bille Henry Beige Regent Milano Parklane Arab Mainline Rose Tange New York Flots Avenue Cambridge St. Catharines

Substandards in Pure Thread Silk Hose, 2 Prs. \$1

—250 pairs only so shop early. Pure thread silk hose for women or misses! Perfect fitting with seam at back and fashion marks. Well reinforced, seamless foot. Silk portion reaches well over the knee. Square or point heel. Shown in turtan, beige, mode, flesh, grey, moonlight. Sizes 8½ to 10.

297 Pairs Children's Rayon and Wool Hose, 4 Pairs for \$1

—Exceptional value in children's hose! A splendid weight for present wear. Plain knit or 1 and 1 rib. Well reinforced at all points of stress. Shown in black, mufin, cardinal, aloya, grey and fawn.
Main Floor, HBC

New Spring Scarfs at \$1

—Crepe de chine scarfs, 50 by 19 inches or rayon silk scarfs 56 by 16 inches. A wealth of pretty, summery colors including ulla, tan, blue, rose, mauve, dark green and pastel shades.

Linen Handkerchiefs, 10 for \$1

—Women's fine sheer pure Irish linen handkerchiefs with narrow hemmed edges. Size 11 by 11 inches.

Stamped Pillow Cases, Pair \$1

—Hemstitched pillow cases, size 42 by 26 inches. Splendid quality linen finished cotton free from dressing. Stamped with easily worked designs. Finished models in the Dept.
Main Floor, HBC

Women's Leather Handbags, \$1

—Four different styles in back-strap or over-handle effects — first quality No. 1 allcain skin, finished in Baby Crocodile, Levante, Wandoo, Snake, Sheep bordered. Strong metal frame. Inside purses and mirror. Shown in black, cocoa, brown, beige, grey, blue, green and red.

Electro Plated Novelties \$1

—Teapot Stands — Butter Dishes — Bon Bon Dishes — Serviette Rings — Marmalade Jars — Salt and Peppers — Vases — Cake and Sandwich Plates, etc.

Cretone Laundry Bags \$1

—47 by 18 inch. Splendid quality cretone in artistic designs in colorings of mauve, rose and blue.
Main Floor, HBC

Crepe Toilet Tissue, 42 Rolls \$1

—Medium size rolls of good quality natural crepe paper. Regular 6 for 25c. Dollar Day ... 42 rolls \$1

Dollar Day Laundry Special \$1

—12 bars P. and G. Napha Laundry Soap, regular size, and three 25c packages of Oxydol. Dollar Day, all for \$1

"Hospital" Brand Toilet Tissue 10 Rolls \$1

—Large rolls of soft crepe paper, bleached pure white. Dollar Day special at 10 for \$1

A Colored Hot Water Bottle and Sterilized Absorbent Cotton for \$1

—New pastel shade hot water bottle, made from finest grade rubber in shades of pink, blue and green, and a 4-oz. roll of best grade, surgical cotton. Both for ... \$1

Pearl White Napha Soap, 30 for \$1

—Pure white, quick lathering soap, regular laundry size. 25c Size of "Jif", 6 for \$1
—Priced specially for Dollar Day.

2 PKts. Kotex and a Belt for \$1

—Regular size Kotex, 12 pads to a package, and a good quality elastic sanitary belt, assorted sizes, the three articles for ... \$1

Toilet Soap and Face Cloths \$1

—12 cakes of genuine Palmolive soap and 4 pure white face cloths with colored borders. Dollar Day, the 16 articles for ... \$1

Chamois and Sponge for \$1

—A large, sea velvet sponge, just the size for washing cars, windows, etc., and a soft polishing, cleaning chamois. Dollar Day, ... the 2 for \$1
—Dodd's Kidney Pills, — Dr. Williams' Pink regular size ... 3 for \$1 Pills ... 3 for \$1
—Menthathum, — Pebecco Tooth large size ... 2 for \$1 Paste ... 3 for \$1
—Zan Pak, — Pinks Tooth Paste. Ointment ... 3 for \$1 large size ... 3 for \$1

Bridge Special — Pack Playing Cards and 12 Bridge Tally Cards \$1

—Pack of fine quality, linen finish playing cards, bridge size, with gilt edges and picture backs and 12 tally cards in plain and cut-out styles with floral and moderate designs. All for ... \$1

500 Sheets Typewriter Paper \$1

—Good quality white typing paper, size 8½ by 11 inch. 500 sheets in a box for ... \$1

Self Filling Fountain Pens \$1

—Oversize, self filling fountain pens, guaranteed to give excellent service. Barrels are made of vulcanite in colors of green, cardinal, yellow, mottled and black. Gold plated band and clip. Fitted with 14 kt. gold point.
Main Floor, HBC

Fresh Cut Daffodils, 3 Dozen \$1

—Secure flowers for the week-end at this low price!
Main Floor, HBC

Women's Hats at \$1

—75 only so early shopping is in order. Smart new straw, felt, and combinations of straw with felt or silk with straw. New shades for spring. Attractive styles. Dollar Day special at ... \$1
Second Floor, HBC

DOLLAR DAY

Dollar Day in the China Dept.

Table Tumblers, 12 for \$1

—Strong glass tumblers in half tapering shape with Greek Key pattern.

7-Piece Glass Water Sets \$1

—Belgium made. Tall 2-pint jug with 6 glasses.

11-Piece Glass Water Set \$1

—Heavy Colonial jug with 10 plain glasses. The eleven pieces for ... \$1

Fancy China Cups and Saucers 12 Cups and 12 Saucers for \$1

—Fancy china tea cups in oval shape. A number of pretty patterns. Come early. The quantity is limited.

Plain White Cups Only, 16 for \$1

—Strong quality for kitchen and ordinary use. Community clubs and institutions will find these cups just the thing.

Cloverleaf Cups and Saucers 10 Cups and 10 Saucers for \$1

—Gold line and "Clover Leaf" pattern, strong, sturdy quality. Good size and shape.

Cups and Saucers, 8 for \$1

—Plain white English tea cups and saucers at a special low price. The most regular shape.
Third Floor, HBC

School Case with Vacuum Bottle For \$1

—School case, 14 inches deep, is made of brown waterproof fibre with brass catches and metal handle, paper lined, complete with pint size Vacuum bottle with aluminium cup top. Outfit each for ... \$1
—Sold in the Sporting Goods Dept. Jasper Ave. HBC



THE CLEANER CATS

Calgary District to send 21 Boxers to Provincial Amateur Finals Here

STRONG BID FROM SOUTH FOR TITLES

Calgary, Penhold and Black Diamond Sending Entries for Monday

A total of twenty-one entries, winners in the Calgary eliminations, will be here for the Alberta boxing finals at the Empire theatre next Monday and Tuesday according to word received by Roy Foster, secretary of the Alberta branch of the A. B. C. of C.

The hours are ready to battle in every division from 10 pounds to heavyweight and word from the south is that the survivors of the Calgary shows are doing better in the ring and confident of taking back more crowns to Cowtown than ever before.

Greenberg Breaks Into Majors From Semi-Pro Squad

NEW YORK, March 27.—Henry Greenberg is the latest member of the famous semi-pro team known as the "Knights of the Ring," who are scheduled to play following in the footsteps of Ben Petrol, following in the footsteps of Ben Petrol, following in the footsteps of Ben Petrol.

A Delight to the Connoisseur



A Revelation to the Sceptic

BUCHANAN'S LIQUEUR

JAMES BUCHANAN & CO., LTD. GLASGOW & LONDON

ALSO PROPRIETORS OF BLACK & WHITE SCOTCH WHISKY


GRANT'S

"Best Procurable"

(THE ORIGINAL)

Pure Scotch Whisky

RICHEST IN FINEST HIGHLAND MALT



Bottled and guaranteed by William Grant & Sons Limited, Glenelg and Balvenie—Glenelg Distilleries, Dufftown & Glasgow, Scotland.

Believe It or Not - - - - - By Ripley



THE BOOK STALL

CAN YOU ARRANGE 15 BOOKS INTO ALL POSSIBLE WAYS?

IF YOU MADE A CHANGE A MINUTE - IT WOULD TAKE YOU 2,437,996 YEARS TO DO IT!



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THE BOOK STALL

LONG SHOTS FEATURE OF GREAT RACE

Leonidas II Rumps Home In Front of Field in Lincolnshire

LINCOLN, England, March 27.—Long shot dominated the 7th running of the Lincolnshire Handicap today. The first of the seven of racing handicaps in the new first of the season, the race was won by Leonidas II (10/1) in 114.10, of 100 yds.

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Frank Grandage Wins Johnstone Curling Trophy

TOBACCO, March 27.—Jim Kelly of Toronto, invited Grandage and a picked Hardy rink, composed of Lewis, lead, C. Wain, second and Perkins third, and secured the Johnstone Curling Trophy.

In the 10th end, Grandage gave the struggle and secured the Johnstone Cup.

Frank Grandage accompanied by Chas. Irish, Joe Berres and Walter Steen, came to the rink and captured the Johnstone Cup from Jim Kelly's rink.

Then the Hardy rink fell down and Frank built up a large score and Kelly was unable to break up Grandage's rink.

Grandage scored four in the end and did not need to throw his last rock.

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PLANS GO BY BOARDS WHEN PRIMO CLOUTS

Well-Laid Schemes of Big Traction Are Useless In Camera Book

PRIMO CLOUTS, March 27.—Prime camera, loaded out George Traction after 30 seconds of the first end in their scheduled 10-round bout last night.

The agile Alp of ponderous positions had Traction, the conqueror of his first, on the ropes a few seconds after the bell started for a round of 10.

Traction, who had due to his belt on the fourth end for his first end, was tipped a second time by Primo Clouts.

The third time Traction hit the ropes from a left and right. He rolled over on his back and took the long count before the first end was a minute of sparring.

Ed. Nels—Traction's Associated Press quoted Traction as follows: "My plan was simple. Traction, who with the bell in after that big knock of mine and that of his last end, was tipped a second time by Primo Clouts.

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HIS MASTER'S VOICE

HEINTZMAN HALL

FORTY YEARS of an abiding faith in the ultimate development of Edmonton is now epitomized in the rebuilding of Heintzman Hall. Confidence that this city and the province of Alberta generally would grow to considerable commercial importance has been abated since Joseph C. Heintzman himself sold his first lot in Edmonton, N.W.T., in 1887. At that time the conditions for an extensive business which now covers two blocks along the main street, between the Peace River and the city where first business is done, were not established. The owner of this time has been a lot better.



THE present re-building of Heintzman Hall is the outcome of shrewd vision displayed in pioneer days with the result that Edmonton is now possessed of the most finished piano salons west of Toronto.

Over \$40,000 has been spent in providing for the Heintzman piano, a background wherein Canadian musical merchandise may be displayed in suitable surroundings.

Heintzman Hall is now possessed of a salon wherein acoustic properties are such that the most delicate tonal nuances may be heard and enjoyed to the fullest satisfaction.

Excellent Acoustic Properties Will Permit of Proper Demonstration

The Finest Piano Salon West of Toronto Is Now Open to the Citizens of Edmonton
—We Extend a Cordial Invitation to Visit Our Store

Just as the world's finest musicians select the Heintzenberg Platz for the perfect interpretation of their art, so too has the Royal York — Canada's most hotel, selected the Heintzenberg Platz to provide the best venue of entertainment for the guests.

Whereas you go to the Royal York you will not
be disappointed — Concert, Grand in the magnificent
Cinema and Ball and Hall — in the Egyptian Hall —
and in the Music Dining Room — Ball, Grand in
the great hall, and Upstairs in the hall — pre-
siding at a number of the best of the great
concerts.



Royal York Hotel, Toronto

The minimum time, quality and speed of response of the electronic device has placed it in the hands of major electronic manufacturers as the means of their secret group of instruments known as the "Word Effect".

Most Common Broadcasting Station and its
 • Dad Hunterman [sic] ... for the ... together the

HEINTZMAN

PIANOS



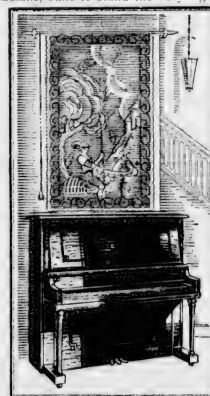
POSSESSION of a Grand Piano has long been the supreme desire of the music enthusiast. In the past many have had to stifle this desire through lack of space. But to-day possession can be yours—for Heintzman have fashioned an exquisite Small Grand that meets the space limitations of the average home — without sacrificing in the slightest the rich brilliant tone for which the Heintzman Piano is world famous.

Beautifully finished in Brown Mahogany. A Grand that will help to artistically decorate any room. Heintzman Pianos are the choice of the world famous artists. Profit by their experience and let their choice be yours.

Come and see the Heintzman small grand—immediate delivery can be made.



WE HAVE IN STOCK in our showrooms a large and varied range of the many various models of Grands and Uprights made by Heintzmann. In Walnut, Mahogany and Fumed Oak—a piano for every need, whether it be the home, concert hall or community hall. Heintzmann Pianos are Canadian made for Canadians, built to stand the very rigid climatic conditions to which our country is subjected — built of the finest materials and embodying the finest workmanship. Heintzmann Pianos are recognized as Canada's finest piano from thousands of purchasers in the West we get nothing but the highest praise on the merits of this beautiful instrument.



Give your children the advantages of a musical education. Music broadens one's view and teaches them to think for themselves. Music makes a happy home and many pleasant evenings can be spent where there is music. Our payment plan places a Heintzmann Piano within the reach of everyone. Let us explain this very easy method to you.

Such world-famous musicians as the Welsh Imperial Singers, Paul Whiteman, Madame Melba, DePachman, Tito Schipa, Edward Johnson, Hart House Quartet and many others use Heintzman Pianos. Let their experience help to guide you in the choice of a Piano.

**Our
Payment
Plan Allows
You 30
Months
to Pay**

HEINTZMAN & CO., LIMITED

10139 Jasper Avenue

W. G. STRACHAN, Manager

Phone 1621

Victor Talking Machine Company Has Made History

New Combination Model Is Peak of Development To Date In Gramophone World

Victor Laboratories Have Been Active Throughout Last 30 Years in Carrying Out Research Work

In 1900 Victor and the gramophone of the world were in the infancy of their development. The Victor Talking Machine Company, which since its incorporation a few months ago has been the world's largest manufacturer of gramophones, has since that time made the most rapid progress in the history of the industry.

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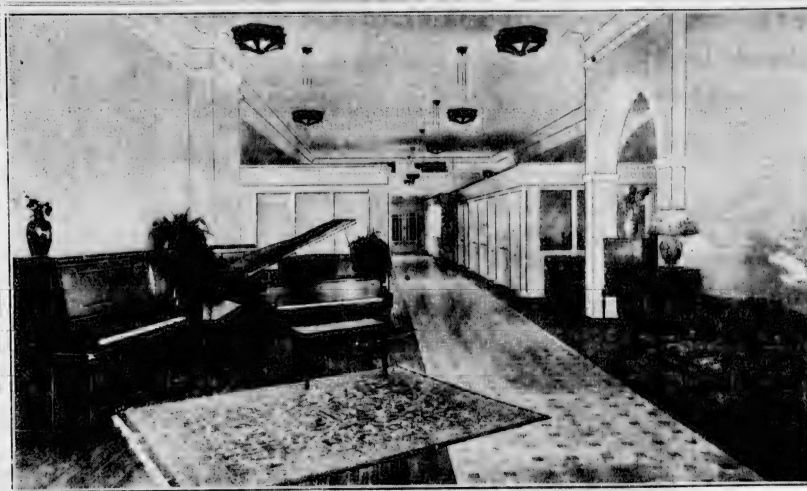
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Interior View of the Remodelled Heintzman Hall



Here is shown the main stage salon of Heintzman Hall, in Edmonton. It has been entirely rebuilt with offices on either side of a long corridor to the rear for carrying on the business in this city and northern Alberta. Recent demonstration booth will be seen at each side, leading to a beautiful piano room at the rear. The salon is decorated with walls of lacquer in California shades of cream and gold.

GREAT STRIDES ARE MADE BY HEINTZMAN CO.

Expansion Has Been Very Steady Since Local Branch Opened

In 1900, the first year of commercial operation in Edmonton, the Heintzman Co. was the first to introduce the gramophone into the city. The company has since that time made the most rapid progress in the history of the industry.

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luculent beauty, power, richness and, above all, the new quality of the sound. The Victor Talking Machine Company, which since its incorporation a few months ago has been the world's largest manufacturer of gramophones, has since that time made the most rapid progress in the history of the industry.

Another new feature of the new Victor Talking Machine Company, which since its incorporation a few months ago has been the world's largest manufacturer of gramophones, has since that time made the most rapid progress in the history of the industry.

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ELSTON STORE CARRIES FINE LADIES' HATS

In Seven Years Has Become Firmly Entrenched in the City

The Elston Store, which since its opening a few years ago has been the world's largest hat store in the city, has since that time made the most rapid progress in the history of the industry.

The Sensation Of the Age

We Stake Our Reputation on The Greatest Instrument of All



De Luxe R.E.-46

This supremely beautiful instrument in the finest of fine instruments Victor offers. Musically and in its equipment, the R.E.-46 is identical with the R.E.-45. The cabinet is finished in the finest walnut with matched butt walnut veneers in the doors, radio panel of butt walnut veneer, beautifully worked into the design. 8 record albums concealed in side panels. A decided acquisition to the furniture of any room. Size 46" high, 30 1/2" wide, 17 1/2" deep.

Price \$315, complete with tubes

A Complete Stock of Victor Records Always on Hand

Outstanding Victor Features

1. Super-automatic, full story automatic changeover, always in plain sight.
2. Independent controls developed by Victor... micro-synchronous... introducing for the first time new R.C.A. (Victor Radio) tone 251. Unique tone... and musical volume.
3. Three separate and distinct sound channels... all adjustable... with complete sound.
4. Harmonious new independent micro-tube... electro-dynamic speaker... and volume.
5. Compact cabinet design of all Victor instruments... exclusive in every line.
6. The new Elctro provides electrical reproduction of records made of finest new paper... in every line.
7. Here, then, is an instrument—Radio-Electro or Radio alone—but to be micro-synchronous... and appreciable for every line.
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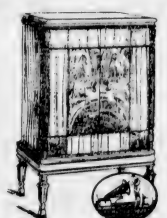


Make Our New Store Your Victor Record Headquarters

Victor's two greatest instruments, combined in one cabinet, are now being demonstrated on our floors.

In its latest achievement, Victor has scored exclusive features all along the line... the accomplishing of micro-synchronous radio... and a revolutionary stride... Victor super-automatic station selector... a newer and finer electro in the same cabinet... at a sensationally low price! Never has such a radio been heard... never has radio been so... and never has a record reproduction approached this amazing standard... and never has a price been so low.

And remember! You can have micro-synchronous radio... Electro or Victor Radio alone—but to be micro-synchronous... and appreciable for every line.



For Victor Micro-Synchronous Radio with Electro. The R.E. 45 is a combination that is really a musical instrument. So sensitive, so dependable, so utterly real in its performance that it has been acclaimed of the greatest combination of the age. Walnut finished cabinet with birdseye maple panel. Size 45 1/2" high, 27" wide, 13 1/2" deep.

\$375.00 complete with 10 tubes

HEINTZMAN & CO

Phone 1621

10139 JASPER AVENUE W. G. STRACHAN, Manager

Phone 5963



